# Melanie Ashby

## UI ENGINEER & JAVASCRIPT DEVELOPER

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-- PROFILE --

A frontend designer-developer with 10+ years' experience, I recently completed the Constructor Labs developer bootcamp where I radically upgraded my JavaScript skills to get to grips with the language (ES6), principles and practice of coding. From this foundation, I learned – and have become very excited by – the power of app development in a React-Node-PostgreSQL environment. I have come away with front-end and back-end experience and a firm understanding of the rigours of quality coding and how it interfaces with my experience as a web designer. Working with Agile methodologies and Git version control in teams and on solo projects, I enjoy knitting code and design and look forward to applying my passion for web-standards, semantics and design to great coding and engineering practice, in a development team that will benefit from my combination of skills.

-- RECENT PROJECTS --

The Trip
A platform built with React, Redux and Node server plus PostgreSQL database, to help users plan a holiday. The app combines search and scrapbooking facility for flights and accommodation, with key feature inviting friends – via a generated URL – to contribute and rate place suggestions. App content comes from user input and input queries, with API data fetches structured to output location photos, search results and trip suggestions. Different views, contingent on user permissions, are served using React-Router; user login authenticated with Passport. *My part >++ Database design, set-up & seeding ++ HTML schema and React component architecture ++ UI design and SCSS ++ User journey deployed with React-Router. Server fetch to Unsplash. >* github.com/The-Trip/The-Trip

Vibrant Corpse
A brainstorming app built with React based on word combinations selected according to type and fetched multiple times from a random-word endpoint (Words API). Generated combinations may then be added to storage for "workshopping", whereupon a timer is set and countdown begins. > vibrant-corpse.herokuapp.com

Poem of the North *(Great Northumberland commission, to celebrate 50 years of the Northern Poetry Library)*
Custom WordPress website that drives and presents North-of-England poetry competition as part of a 2-year project with Northumberland CC; submissions engine, editor management, scheduled display and automated SMM. Responsive design with intuitive UI allowing optimal space for poems. > poemofthenorth.co.uk

UP Agency Portfolio
New website design for London–based UP motion graphics and CGI agency to accompany a revamping and targeting of their strengths and experience in the charity sector (working with clients that include Compassion in World Farming, the NHS, and Graze). The primary objective, to deliver a good-looking portfolio to display their motion and graphic work without compromising page speed. Static deploy on AWS, with fetch to the Wordpress REST API for output of selected blog post excerpts on the home page. > helloup.co.uk

## -- WORK –

Lemony Design -- *Sep 2014 - 2018 --* Front-end designer + Wordpress developer
As an experienced designer-developer at Lemony Design (my own studio) I create elegant, technical solutions for UX challenges provided by clients, translating project plans into custom digital solutions. I work solo and in collaboration with database engineers and marketing professionals for clients in the culture sector, SMEs and local government, and fulfil websites for two agencies – one a specialist in the biotech industry (Arttia Creative), the other UP, a London-based motion graphics agency with charity-sector clients. > lemonydesign.co.uk

ADQ -- *Jun 2012 - Aug 2014 --* Digital designer + Wordpress developer
Partnership with Asier de Quadra (print & branding), myself heading up the digital. Asier and I decided to part ways to focus on our specific CPD aims, for my part to further develop as a front-end designer.

Ashby Design -- *May 2006 - 2012 --* Graphic designer, print & digital
Increasingly interested in the exploding digital world, I immersed myself in web design, alongside print marketing and book design work. When Wordpress came along I started to use it as a development tool/CMS.

Mslexia magazine for women writers -- *Sept 2002 - 2006 --* Deputy Editor
International magazine for women writers. Editing and layout of the print magazine, and researched, designed and implemented the magazine's first website.

The Big Issue, The Times, BBC Worldwide publications -- *Sept 1998 - 2002 --* Sub-editor, Feature Writer Trained as a journalist, and having worked my time on local newspapers, freelanced as a sub and feature writer, then employed at *The Big Issue* as a sub-editor. Worked with HTML for the first time at *The Times* online.

## -- EDUCATION --

+ Constructor Labs: 12-week full-stack web development bootcamp *(Sept 2018)*
+ London College of Printing: Certificate in Periodical Journalism
+ University of Sussex: MA in Twentieth Century Literature, 1st
+ University of Warwick: BA in English and American Literature, 1st
+ Oxford University: BA in Biological Sciences, Distinction at Prelims

## -- CONFERENCES & CPD --

+ Member and regular attendee of Frontend North East (including inaugural 2018 Conference)
+ I have attended (over many years) North East seminars and conferences run by **Digital Union**
+ Design Conference: **For a Beautiful Web**, run by Andy Clarke
+ **Ladies Wine & Design** Newcastle Chapter and **Wordpress North East** Meetups

*Artist-collaborator on A Year in Beadnell, funded by ACE with AONB Northumberland*
*Photographer… for fun, for design work, occasionally for commission*